

Client: Governor Gary Herbert
 Product: media
 Campaign: Herbert - Spot TV - General :30

Station Order

R&R Partners
 837 East South Temple
 Salt Lake City, UT 84102
 801-746-5926

Rev #: 0

Flight From: 09/24/2012 to 11/04/2012

Estimate No.: 400-400

Contract No.:

Job No.:

Buyer Name: Amy Pedro

Sweeps: Share May 2012 -> HUT/PUT Nov 11

Market: SALT LAKE CITY

Station: KTVX

Station Contact: Diane Downey

Actg. Order No.: 34405

WS Order No.: 33326

Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		Sep 24	Oct 08	Oct 15	Oct 22	Oct 29	Total Spots	DMA P 35-64 (R)
				Rate/ Total								
1	MTWRF-- 06:00A-06:30A	EM 30	GOOD MORN UTAH P2	\$135.00 \$1,080.00		2	2	2	2	.	8	0.7 \$192.86
Comment: PREEMPT W NOTICE												
2	MTWRF-- 06:00A-06:30A	EM 30	GOOD MORN UTAH P1	\$250.00 \$500.00		2	2	0.7 \$357.14
Comment: NON PREEMPT												
3	MTWRF-- 06:30A-07:00A	EM 30	GOOD MORN UTAH P2	\$150.00 \$1,200.00		2	2	2	2	.	8	0.7 \$214.29
Comment: PREEMPT W NOTICE												
4	MTWRF-- 06:30A-07:00A	EM 30	GOOD MORN UTAH P1	\$250.00 \$500.00		2	2	0.7 \$357.14
Comment: NON PREEMPT												
5	MTWRF-- 07:00A-09:00A	EM 30	GMA P2	\$200.00 \$2,400.00		3	3	3	3	.	12	1.0 \$200.00
Comment: PREEMPT W NOTICE												
6	MTWRF-- 07:00A-09:00A	EM 30	GMA P1	\$300.00 \$900.00		3	3	1.0 \$300.00
Comment: NON PREEMPT												
7	MTWRF-- 04:00P-04:30P	EN 30	NEWS @ 4 P2	\$250.00 \$1,500.00		2	2	2	.	.	6	1.2 \$208.33
Comment: PREEMPT W NOTICE												
8	MTWRF-- 04:00P-04:30P	EN 30	NEWS @ 4 P1	\$400.00 \$1,600.00		.	.	.	2	2	4	1.2 \$333.33
Comment: NON PREEMPT												
9	MTWRF-- 05:00P-05:30P	EN 30	NEWS @ 5 P2	\$250.00 \$1,500.00		2	2	2	.	.	6	1.3 \$192.31
Comment: PREEMPT W NOTICE												
10	MTWRF-- 05:00P-05:30P	EN 30	NEWS @ 5 P1	\$400.00 \$1,600.00		.	.	.	2	2	4	1.3 \$307.69
Comment: NON PREEMPT												
11	MTWRF-- 10:00P-10:35P	LN 30	NEWS @ 10 P2	\$550.00 \$3,300.00		2	2	2	.	.	6	1.3 \$423.08
Comment: PREEMPT W NOTICE												
12	MTWRF-- 10:00P-10:35P	LN 30	NEWS @ 10 P1	\$900.00 \$3,600.00		.	.	.	2	2	4	1.3 \$692.31
Comment: NON PREEMPT												
				\$19,680.00		13	13	13	13	13	65	

13.4 13.4 13.4 13.4

Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
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Advertiser: Governor Gary Herbert
Campaign: Herbert - Spot TV - General :30

Station Order
SALT LAKE CITY - TV

Station: KTVX

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Sep	13	13.4	\$3,270.00	\$244.03
Oct	39	40.2	\$11,110.00	\$276.37
Nov	13	13.4	\$5,300.00	\$395.52
	65	67.0	\$19,680.00	\$293.73

Comments

Campaign Remarks:

Upon receipt, fax signed confirmation of order to Amy Pedro at 702-939-4272.

All makegoods must be pre-approved by buyer and run within flight weeks/dayparts of same broadcast month.

All buys will be monitored on a weekly basis. Post logs are due to buyer on Tuesday following on-air week.

Two week standard cancellation policy applies with written notice.

Delivery guaranteed at 90-110%.

By: _____